
- Advertisement -

Baloian Farms partners with Michigan growers for locally grown squash product

August 20, 2014

Capitalizing on the growing popularity of the locally grown trend, Baloian Farms, based in Fresno, CA, announced a partnership with Michigan growers to offer retailers their sauté kits with locally grown squash. This value-added product features yellow and green squash with a seasoning packet included.



Understanding the importance of offering locally grown products during peak season was a natural decision for Baloian Farms.

Launched in the fall of 2013, the new squash sauté kits have been well received with continued success at retail and was recently voted as the "People's Choice Best New Product" at the Fresno Food Show in July.

"It made sense to create this seasonal partnership and provide retailers with another strong selling point to further increase their sales," Jeremy Lane, sales manager of Baloian Farms, said in a press release. "The kits will be both grown and packed locally in Michigan."

Utilizing this grower partnership also made sense financially by drastically reducing the amount of food miles involved in delivering the value-added product to retailers.

"Consumers will enjoy the benefit of locally grown fresh squash, along with great flavor options, that are convenient and easy to prepare. We are constantly striving to find innovative opportunities like this partnership to provide premium products to our customers," Lane added in the press release.

Baloian Farms squash sauté kits with seasonings are available in with two flavor options, Parmesan with Herbs and Roasted Red Pepper. The kits contain three pieces of fresh squash and a premeasured season packet. Prep and cook time is about five minutes making this product an easy-to-prepare side dish solution.

[Print](#)